RESOLUTION R13-06

A RESOLUTION OF THE CITY OF TAYLOR, TEXAS ADOPTING THE WEST SECOND STREET CORRIDOR PLAN.

WHEREAS, the State of Texas, the County of Williamson, and the City of Taylor, Texas in partnership made a commitment to improve the condition of W. 2nd Street thereby significantly improving conditions in the City and the region.

WHEREAS, W. 2nd Street supports a significant number of businesses and employment, which have and still contribute to the overall local and regional economy, and

WHEREAS, the City of Taylor, Texas intends to ensure the efficient and effective delivery of public services, and

WHEREAS, the City of Taylor intends to coordinate public and private investments, minimize conflicts between land uses, and manage growth and redevelopment in an orderly manner, and

WHEREAS, the W 2nd Street Corridor Plan is a product of the City's best management practices relating to economic and community development efforts, and

NOW, THERESFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF TAYLOR, TEXAS:

SECTION 1: Under the authority vested in the City Council of the City of Taylor, Texas by Chapter 213 of the Texas Local Government Code, the City of Taylor hereby adopts the "2013 W. 2nd Street Corridor Plan" (Plan).

SECTION 2: That, herewith, the City Council of the City of Taylor, Texas directs the city staff to make every effort to implement of the Plan in a timely and effective manner.

PASSED AND APPROVED THIS _______DAY OF _______, 2013

Donald R. Hill, Mayor

ATTEST:

Susan Brock, TRMC,

City Clerk

West Second Street Corridor Plan

Taylor, Texas March 14, 2013

Introduction:

As a result of the partnership between the State of Texas (TXDOT), the County of Williamson, and the City of Taylor, West Second Street was rebuilt. These improvements included drainage, utility and pavement improvements.

West Second Street has been a major thoroughfare in Taylor since the City was incorporated. Originally named Broad Street, it presently is Business U.S. 79 now, or West Second Street, which is part of U.S. 79 highway that extends from Interstate 35 to Memphis, Tennessee.

Several long standing businesses have and do call West Second Street home: Floyd's Glass, Taylor Bedding, Burrows Cabinets and Taylor Meat, for instance. Other notable businesses include Louis Miller's BBQ and El Corral Lozano, formerly Mikeska's BBQ.

Currently, the corridor is experiencing a low, if not absent crime rate and resurgence in private investment as a result of the capital improvements.

In response to the infrastructure improvements, the City leadership directed city staff to analyze the corridor and make recommendations to encourage the following strategic objectives.

Strategic Objectives:

- Compliment the road, utility and drainage improvements made to the thoroughfare
- Encourage beautification
- Enhance code enforcement (grass, trash, and debris)
- Encourage continued investment and development

Existing Conditions

Current Comprehensive Plan

The current comprehensive plan, adopted in late 2004, recommended the following items in regard to West Second Street:

*Develop a 'Gateway Commercial District.' The purpose of this proposed land use is to enhance the entrances into the City – to give an attractive, yet commercially viable, sense of arrival in Taylor and to have the ability to regulate development, land use, signage and landscaping (pg. 4-6, Taylor Comprehensive Plan; L3.4).

*Goal Four of the Economic Development Marketing Strategy recommended: 1) define and enhance downtown, 2) improve capacity for improvement, and 3) implement public sector initiatives.

Define and enhance downtown includes: Develop a gateway feature into the downtown area, Develop (a program for) public art. Improve capacity for improvement includes:

Establish a Public Improvement District (PID) or Municipal management District (MMD),

Encourage the use of Historic Tax Credits,

Aggressive marketing of properties for sale and for rent,

Implement public sector initiatives includes:

Continue to apply for grants to make additional improvements to the corridor such as benches, etc.

Adopt specialized incentives for the corridor,

Enhance code enforcement efforts,

Exploit technology to enhance tourism (QR codes, public Wi-Fi, etc.)

Encourage more non-industrial development in the corridor.

The geography includes:

- Area: Includes West Second Street from Main Street to the west U.S. 79/F.M. 349
 intersection; and from Union Pacific Rail Road to south side of West Third Street
- Acres: Approximately 100 acres, excluding public rights-of-way
- Length: Approximately 1.5 miles
- Census tract 211; approximately 17% unemployment.

Zoning (approximate acres):

Local Business (B1): 40 acres
General Business (B2): 1.2 acres
Central Business (B3): 2 acres
Light Industrial (M1): 61 acres

Land use:

Agriculture: 2 acres
Commercial: 53 acres
Industrial: 12 acres
Public: 3 acres
Semi-public/Institutional: 2 acres
Single family: 23 acres
Vacant lots: 5 acres

Future Land Uses:

Commercial (vs. industrial)
Downtown Neighborhood

Some amount of residential and multi-family

Economic Development Incentives Available:

Neighborhood Empowerment Zone #2 Incentives: 50% reduction in development fees. TIF #1 grants (in the downtown portion, east of Shaw Street)

Tax Rebates: minimum investment is \$500,000 to qualify for rebates; \$100,000 in the

Downtown District

Downtown District also offers: façade grants, paint grants and rental assistance.

Property and Business Personal Property Tax Values:

Improvements -

\$19 million

Land -

\$9.6 million

Sub-total -

\$28.6 million

Business

Personal

Property

\$5,100,000

Grand Total

\$33,700,000

Projected 2012 property tax yield: \$927,735

Existing Business/Industry Types:

Restaurants

Manufacturing (Burrows, Floyd's, HDI, etc.)

Medical (chiropractic)

Services: Activity Center, financial planning, barbershops

Gas stations, car repair, body shops

Churches/places of worship

Hotel

Retail

Bus station

Residential structures: ~7

Non-residential structures: ~65

Square footage of non-residential structures: 580,200 SF

Estimated percentage vacant: 14% (80,000 SF)

Traffic impact (prior to construction): ~11,400 VPD

Existing Concerns Include:

- Buildings needing repairs
- Limited space for parking
- Tall grass, trash and debris
- Undersized lots
- Platting and property ownership irregularities (overlapping property ownership lines)
- A need for a sense of place; a unique identity.

Plan Recommendations:

- For 12 months, enhance focused code enforcement efforts along the corridor
- Enlist Keep Taylor Beautiful volunteers and others to visit with property owners about beatification and nuisance abatement solutions; the "peer to peer' approach.
- Allocate \$50,000 to assist with projects along the corridor; for example:
 - ✓ Painting,
 - ✓ Building rehabilitation,
 - ✓ Demolition,
 - ✓ Asbestos removal.
 - ✓ Sign repair or removal,
 - ✓ Trash removal and cutting grass, etc.
- Prepare literature or brochures to relay the vision of the corridor (landscaping, type of signage)
- Examine the possibility of creating a Tax Increment Financing (TIF) District in partnership with the County to assist with the economic development of the corridor
- Develop a "West Second Street Corridor Economic Development Public Incentives Policy" similar to the Downtown area where investment levels are lower in order to qualify for incentives.
 - ✓ For instance, the minimum capital investment is currently \$500,000. Consider reducing this to \$100,000 to qualify for incentives.
 - ✓ Also expand the target industry list to encourage more retail and professional services

Recommended Implementation Plan:

- Recruit volunteers from various organizations, including Keep Taylor beautiful,
- Conduct public meetings in the Corridor area,
- Allocate, as soon as possible, the recommended funds for the corridor,
- Amend the economic development incentives matrix to reflect the lower investment threshold and a complimentary target industry list,
- Initiate more aggressive code enforcement efforts,
- Publish public awareness literature in print, as well as electronically (i.e. website),
- Develop general design standards for building appearance, landscape design and public art,
- Develop the Gateway Commercial District. Now that our western boundaries are identified, staff can move forward with defining what this district is intended to be,
- Pursue the creation of the West Second Street Corridor Tax Increment Financing District (TIF),
- Install way-finding signs.